

## **STEPHEN A. SCAFFIDI**

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### **EXECUTIVE SUMMARY**

Highly motivated, self-directed **Communications Manager** with extensive media experience in the television and internet ratings industry. Background included the management of the Special Projects group for the premier U.S. ratings company, developing and implementing client-driven research projects for US television networks. Areas of expertise include:

Team Leadership	Relationship Management	Strategic Planning
Research / Market Intelligence	Social Media	Asset Management
Corporate Presentations	Budgeting	Coaching & Mentoring
Incentive Management	Project Management	Public Speaking

### **PROFESSIONAL EXPERIENCE**

**CITY OF OAK CREEK**, Oak Creek, WI  
Current Part-Time elected Mayor

**2012 to Present**

**NIELSEN COMPANY**, Oldsmar, FL

Global leader in Information and “Watch and Buy” Measurement

**Field Manager** - Special Projects Group

**2008 to 2012**

Recruited and managed a team of up to 31 representatives throughout the U.S. to implement Convergence sampling; a combination of internet and television viewing data.

- Led the successful recruitment and equipment installation in 1000 U.S. homes; worked closely with engineering staff to effectively capture and incorporate internet viewing data into national television ratings for the first time-which enhanced data integrity.
- Partnered with client companies (MTV, ESPN) to implement an Extended-Home project (EH Sample), added college students at over 200 sites throughout over 100 campuses to national ratings data in response to concerns about shortage of college students in panel households.
- Collaborated with the Microsoft Engineering Group in Seattle, WA and launched an Xbox360 project to evaluate and ensure accurate crediting of Xbox viewing in national ratings.
- Field project manager on installation of Captivate sensors in Chicago, IL market, measuring office building pedestrian traffic in relation to potential viewing of video monitors.

**Field Supervisor** - National Ratings Sample-Midwest Zone

**2005 to 2008**

Managed a team of 12 Midwest Field Representatives responsible for installations and equipment maintenance at panel households

- Effectively led and mentored team; created various performance incentive programs for increased efficiencies and quality, cost savings, and new client ideas or products. Consistently earned the highest Field Supervisor performance annually (installed and in-tab counts).
- Monitored annual budget and expense accounts for Field Representatives; executed all projects on schedule, at or below all budget targets.

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- Delivered Special Projects corporate presentations at annual regional and national Nielsen meetings on topics including biasing viewing data, supervisor quality review, and leading remote teams.
- Wrote internal communications for staff and senior managers on media client projects related to Midwest performance.

### **Field Supervisor**

**1995 to 2005**

Milwaukee / Minneapolis Local Metered Markets

Responsible for overseeing the installation of Nielsen ratings equipment in Milwaukee and Minneapolis television market panel households.

- Managed local Field Representative teams in Milwaukee and Minneapolis, winning national recognition for quality.
- Tracked and addressed client demographic concerns to ensure integrity of ratings production data for Midwest Zone panel members.
- Conducted audits of local market panel households, insuring quality assurance compliance on demographics and viewing data.

### **EDUCATION**

MA (In Progress), Media Studies, University of Wisconsin-Milwaukee

**BA**, Mass Communication (Broadcast Journalism), University of Wisconsin-Milwaukee

Seminars on Management Training and Professional Development  
American Management Association, Washington, DC

### **COMMUNITY**

City of Oak Creek, WI

- Mayor (Part Time Elected Position) - 2012 to Present  
Preside over Common Council and Plan Commission meetings; represent City of Oak Creek at all public functions and inter-governmental meetings, including ICC (Intergovernmental Cooperation Council of Milwaukee County), MGAC (Milwaukee Gateway Aerotropolis Corporation), and PPF (Public Policy Forum-Fire Consolidation Committee)  
Responsible for creation and maintenance of City of Oak Creek Facebook/Twitter accounts since inception in May 2012.
- Common Council President - 2011
- Alderman - 2009 and 2011

### **AFFILIATIONS**

Oak Creek Kiwanis Club  
Board Member, Oak Creek Community Center  
President, Oak Creek Alumni Club, Inc. 501 (c) (3)